

ICANN STAFF OUTREACH ACTIVITIES: CURRENT AND PLANNED

This file is for illustration of a possible inventory for various outreach activities performed or planned to be performed by ICANN staff as the main facilitator. Not all individual tasks are listed but main ones are grouped per following categories and types.

Types of Outreach Activities:

- Training/Educational Program: Used for structured programs where training is provided. Workshops are also considered under this category.
- Publication: Printed materials, brochures, fact sheets, webpage and website information, blogs, podcasts, videos
- Online engagement Tools and Fora: Public Forum, mailing lists, social media
- Direct Engagement and Networking: Face to Face Meetings, Conference calls, briefings, attendance to panels and industry meetings, public speaking in these events

Activity	Type	Target Audience	Expected Outcome	Timing	Move In	Move Up	More Effective	Facilitators
ICANN Meetings	Direct Engagement and Networking - F2F mtg	All ICANN Community	Better engagement and facilitation for ICANN Community to meet	3 times per year	X	X	X	Various ICANN Departments and ICANN Community Groups and Members
Monthly Policy Updates	Publication – Webpage articles	All ICANN Community	Updating community with recent developments	Monthly		X	X	ICANN Policy, Communications
Monthly Updates/Briefings	Direct Engagement and Networking- Conf calls	Community, board, constituencies	Better understanding and communication on activities	Monthly			X	ICANN Policy
Pre-ICANN meeting Policy Team webinar	Training and Direct Engagement and Networking – Adobe Connect conference	Community and Staff	Preparation for the upcoming ICANN Meeting for better engagement	2-3 wks prior to Mtg			X	ICANN Policy
Liaisons to Community Groups and Soliciting Working Group Members	Direct Engagement and Networking – via Conf calls and ICANN Meetings	Community	Better communication and engagement	On demand	X	X	X	ICANN Policy, Registry and Registrar Liaisons Staff
Public Comment Periods	Online engagement Tools and Fora – via Public Comments	Community	Engagement	On demand and as necessary		X	X	Various ICANN Staff and ICANN Community Groups and members

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Community wikis	Online engagement Tools and Fora	Community	Better communication and engagement		X	X	X	Various ICANN Staff and ICANN Community Groups and members
Mailing lists	Online engagement Tools and Fora	Community	Better communication and engagement			X	X	Various ICANN Staff and ICANN Community Groups and members
Translations	Publication	Community	Better communication and engagement	On demand and as necessary	X	X	X	ICANN Communications
Brochures, Factsheets	Publication	Various Community Groups	Better communication, recruitment and engagement, Increased awareness of ICANN's mission and the MSM; increased participation in ICANN process; better policy and technical understanding	On demand and as necessary	X	X		ICANN Communications, At-Large, Global Partnerships, Participation and Engagement Staff
At-Large Beginners Guides	Publication	At-Large Community	Recruitment and engagement	On demand and as necessary	X			ICANN Communications and At-Large Staff
At-Large Podcasts	Publication	At-Large Community	Better communication, and engagement	Monthly, ICANN Meetings		X	X	ICANN Communications and At-Large Staff
CC NSO Training and workshops	Training/Educational Program	ccTLD Community	Better communication, and engagement	On demand and as necessary		X	X	ICANN ccNSO Staff
At Large General Assemblies	Direct Engagement and Networking – Via Conf Call	At-Large Community	Better communication, and engagement			X	X	ICANN At Large Staff

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Social Media	Online engagement Tools and Fora	Various ICANN Groups	Better communication, recruitment and engagement	On demand and as necessary	X	X	X	ICANN Communications, At-Large, Participation and Engagement Staff
Fellowship Program	Training/Educational Program	Individuals from developing and least developed nations with interest in internet	Recruitment of new participants, increased participation and knowledge of ICANN structures and processes	During ICANN Meetings	X	X	X	ICANN Global Partnerships
Public Speaking and Attendance at Various events	Direct Engagement and Networking	Type of stakeholder represented by the industry event	Increased awareness of ICANN's mission and the MSM; increased participation in ICANN processes	On demand and as necessary	X	X	X	ICANN, Exec Team, Global Partnerships, Policy, Stakeholders, Participation and Engagement, IANA, SSR Staff
One on one government briefings	Direct Engagement and Networking	Ministers and technical and policy staff.	Better understanding of ICANN's role and the technical aspects of the work. Support for the MSM, Signed agreement as appropriate with ICANN	On demand and as necessary	X	X	X	ICANN, Exec Team, Global Partnerships Staff

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Teaching and Training workshops	Direct Engagement and Networking	Depends on setting, may be graduate students in policy training, government ministers getting certification, managers implementing DNSSEC, etc.	Better understanding of best practices and the security, stability and interoperability of the Internet	On demand and as necessary	X	X	X	ICANN, Exec Team, Global Partnerships, Policy, Stakeholders, Participation and Engagement, ccNSO, SSR Staff,
ICANN website updates, Announcements, News releases, Blog postings, Media Services, Press events, Social Media	Publication and Online Engagement Tools	Community	Better communication, and engagement	On demand and as necessary	X	X	X	ICANN Communications Staff
Annual Report	Publication	Community	Better communication, and engagement	Annual	X	X	X	ICANN Communications Staff
Newcomers Program	Training/Educational Program	Mainly Newcomers but open to all	Better communication, recruitment and engagement, Increased awareness of ICANN's mission and the MSM; increased participation in ICANN process; better policy and technical understanding	At ICANN meetings	X	X	X	ICANN Participation and Engagement and various Staff as trainers

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Remote Participation Services	Online Engagement Tools and Fora	Community	Better communication, and engagement	Mainly at ICANN meetings as well as on demand and as necessary		X	X	ICANN Participation and Engagement, IT and Meetings Team
Leadership Training Program	Training/Educational Program	Newly elected SO/AC Chairs	Better communication, and engagement	Annual		X	X	ICANN Participation and Engagement Staff
Mgmt of Public Comment processes	Online Engagement Tools and Fora	Community	Better communication, and engagement	Always on	X	X	X	ICANN Participation and Engagement Staff
Surveys	Online Engagement Tools and Fora	Various Community Groups	Better communication, understanding and engagement	on demand and as necessary			X	ICANN Participation and Engagement, Policy Staff
Regional Registry/Registrar Meetings	Training/Educational Program, Direct Engagement and Networking	Regional Communities	Better communication, recruitment, and engagement	Annual	X	X	X	ICANN Stakeholders Staff
Registrar Onboarding	Training/Educational Program	Registrars	Better communication, understanding and engagement	on demand and as necessary		X	X	ICANN Stakeholders Staff